

COLLEGE OF BUSINESS

THE ECONOMIC IMPACT OF THE UNIVERSITY
OF NORTH ALABAMA

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DEVELOPMENT
UNIVERSITY OF NORTH ALABAMA

UNA.EDU/BUSINESS

COLLEGE OF BUSINESS

EMPLOYMENT

1,069.65 DIRECT JOBS
233.58 JOBS DUE TO DIRECT SPENDING
309.30 INDUCED JOBS
1,930.33 JOBS DUE TO UNA HOUSEHOLD SPENDING
3542.86 JOBS ARE GENERATED BY UNA

UNA.EDU/BUSINESS

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EARNINGS

\$41,795,684 DIRECT PAYROLL
4,688,718 DIRECT SPENDING
13,890,452 INDUCED PAYROLL (EARNINGS)
177,710,000 EARNINGS DUE TO HOUSEHOLD SPENDING
154,075,000 OTHER HOUSEHOLD EARNINGS
\$392,159,854 TOTAL EARNINGS

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SPENDING

\$125,270,000 DIRECT SPENDING (EMPL./STUD.)
21,621,000 DIRECT SPENDING
169,469,000 INDUCED/OTHER HOUSEHOLD SPENDING
\$316,360,000 TOTAL SPENDING

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TAXES

\$2,806,384 TOTAL SALES TAXES)
813,292 TOTAL PROPERTY TAXES
\$3,619,676 TOTAL ANNUAL LOCAL TAXES

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COMMUNITY SERVICE

3,752 TOTAL HOURS IN CIVIC CLUBS
2,213 TOTAL HOURS ON BOARDS OF DIRECTORS
2,886 TOTAL HOURS IN COMMUNITY/GOVERNMENT
33,671 TOTAL HOURS SPENT IN YOUTH ORGS
6,927 TOTAL HOURS IN OTHER SERVICE

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SHOALS SHIFT

Brainpower

- Black Meets Coding Camp
- Strategic Dining Course
- Partnership for Innovation: Smart
- ARMA Innovative Economic Development
- Point of Code
- HCAD
- Innovation Engineering

Innovation

- Shoals Idea Auction
- Shoals Alabama Launchpad
- 42xStartups
- Innovation Pathway
- Innovation Workshop
- Shoals Capital Fund
- Strategic Growth Networks
- Growth Network

Quality Connected Place

- The Generator
- FLPL Collaboratory
- Shoals Big Idea
- Institute for Innovation and Economic Development

New Narratives

- Shoals Innovation Week
- Launch & Grow
- Shoals Tech Meetup
- Big Road Meetup
- NCW AI Software Developers Meetup
- Fringer
- Shoals Shift website

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OTHER

ARTS AND CULTURAL PRODUCTION

INSTITUTE FOR LEARNING IN RETIREMENT

OTHER QUALITY OF LIFE:
- FIRMS AND INDIVIDUALS LOCATING IN THE SHOALS

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COLLEGE OF BUSINESS

ECONOMIC IMPACT

Category	Value
Jobs as a result of the University	3,542
Earnings as a result of the University	\$392,160,000
Sales Taxes as a result of the University	\$2,806,384
Local Taxes as a result of the University	\$3,619,676
TOTAL IMPACT	\$316,360,000

THE ECONOMIC IMPACT
of the University of NORTH ALABAMA
on Colbert and Lauderdale Counties

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